Feb. 20, 1928.

Mr. J. B. Collier,
Donna, Texas.

Dear Bert:

I have yours of Feb. 11th, and note same carefully.

Yes, Sunday, Feb. 12th, was a most beautiful day here. Durward was in New York City at that time and reports the same kind of weather up there. He returned home Saturday.

In regard to the product made by our new Rayon plant here, this plant is managed by Mr. Cason, my son-in-law, and the entire production of this plant is sold by the Wright's Health Underwear Company 74 Leonard Street, New York City; and just at the present time the mill is sold ahead for about three months.

I do not believe that a stock of Rayon alone would pay you, as every little jobber and every big retailer have reserved supplies of Rayon merchandise.

It might pay you, if you understand the knit goods business, to secure for your section a general line of knit underwear of all kinds, cotton, lisle, Rayon, and pure silk, to be sold to the larger retail trade and ship direct from the factories. But to carry a varied line, you would have to do so for some New York Selling Agent that represents possibly ten to fifteen mills.

Have you tried the Perkins Dry Goods Company, of Dallas, Ricestick and Eli Walker, of St. Louis, to carry their special lines of knit underwear. They have very large lines.

I do not know the size of the towns in the Valley, nor the amount of money that they have to spend, but Rayon underwear is not sold very much to the country people. It is largely a city product, going to the big cities' trade.

My advice to you is to stay away from all commercial sections catering to the agriculture classes, for as sure as you are born, the farmer has no chance for the future. The transportation companies, and the commission men get all the money for freight, express, and selling commissions.

If you are experienced in textiles of various kinds, it might pay you

to go to some central point and put in what we call a general selling office, representing different lines, dry goods, hosiery, and underwear, selling same on a commission and allowing the house you sell for to do all the billing, stand for the accounts, etc.

I trust that you and your family are well, and your Mother likewise getting along all o.k.

With usual kind regards, I beg to remain

Yours most cordially,

JCC:S